

## NYSHC Newsletter – World of Horses ‘recap’!

An estimated 145,000+ individuals were able to experience horses, learn about the horse industry, and consider ways to get involved, over the 13 days of the 2022 NYS Fair. This was made possible by supporting partners – including the New York State Horse Council!- 34 horses, and over 100 horse owners and caretakers. The exhibit showcased 16 different breeds, ranging from miniature horses to draft horses, and included the horses of NYS Mounted Patrol that were on assignment at the Fair. A series of daily presentations showcased the many ways horses bring value to our lives along with the care and compassion provided to horses in our care.

In addition to on-site visitors, the exhibit reached a vast audience through social media engagement via Facebook. During the World of Horses exhibit outreach period, the non-paid post reach exceeded 69,000 with 3,141 reactions and comments. In addition, there were 251-page shares.

An in-exhibit survey gathered information about satisfaction with the exhibit, visitor prior experience with horses, visitor interest in future involvement with horses, and perceptions of the horse industry through exposure in the exhibit. While survey analysis is not yet complete, a few highlights are provided below:

- ✓ 38% of visitors came to the state fair with the intention of visiting World of Horses while another 39% came to the fair, heard about the exhibit, and then chose to visit. Remaining respondents (23%), happened to walk by the exhibit and decided to visit.
  - Awareness of exhibit was enhanced by 12 different news/media events including 5 ‘live’ TV spots. There were a number of individuals that specifically reached out to organizers to say they came to the Fair specifically for the exhibit after seeing it on the news.
- ✓ 88% said their level of satisfaction with their experience in the exhibit was ‘above’ or ‘far above average’ (38%/50%) when compared to their experience at other exhibits at county or state fairs.
  - The exhibit location and layout provided for the creation of a very welcoming exhibit with easy flow to get directly to the horses and talk to an exceptional group of owners/caretakers.
- ✓ 85% of respondents shared that their feelings about the horse industry were more positive as a result of their experiences in the World of Horse Exhibit: 41% much more positive + 44% more positive.
  - With the anticipation that questions/concerns about use of animals in the US will continue to increase, in combination with discussions of ‘social license to operate’, exhibits such as this are critical to generate and reinforce the positive nature of our industry.

Thank you to the New York State Horse Council for your support of this exhibit! Exhibit Partners include: New York State Horse Council; New York Farm Bureau; New York Thoroughbred Breeders; New York Thoroughbred Breeding and Development Fund; Cornell University Hospital for Animals; Purple Haze Standardbred Adoption; SUNY Morrisville, Cazenovia College, SUNY Cobleskill; Houghton University; New York State Draft Club, New York Horse Magazine; Blue Seal; Triple Crown; Purina; Nutrena; New York Horse Magazine; Sundman Stables; Foothills Flower Farm; National Museum of Racing